



PTO/SB/21 (02-04)
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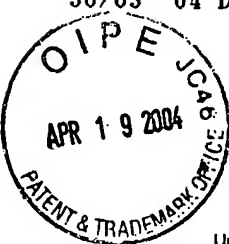
TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10/790,487	
	Filing Date	1 march 2004	
	First Named Inventor	Richard König	
	Art Unit	Unknown	
	Examiner Name	Unknown	
Total Number of Pages in This Submission	6	Attorney Docket Number	HMM-101

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC)
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm or Individual name	Patrick T. Igoe	
Signature		
Date	April 15, 2004	

CERTIFICATE OF TRANSMISSION/MAILING		
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.		
Typed or printed name	Heather J. Roth	
Signature	Heather J. Roth	Date 15 April 2004

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PTO/SB/01A (08-03)

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention **Advertisement Substitution**

As the below named inventor(s), I/we declare that:

This declaration is directed to:

- ☐ The attached application, or
- ☒ Application No. 10/790487, filed on March 1, 2004
- ☐ as amended on _____ (if applicable);

I/we believe that I/we am/are the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought;

I/we have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above;

I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.

All statements made herein of my/own knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.

FULL NAME OF INVENTOR(S)

Inventor one: Richard König

Signature: [Signature] Citizen of: Germany

Inventor two: Charles A. Eldering

Signature: _____ Citizen of: United States of America

Inventor three: Michael A. Plotnick

Signature: _____ Citizen of: United States of America

Inventor four: _____

Signature: _____ Citizen of: _____

☐ Additional inventors or a legal representative are being named on _____ additional form(s) attached hereto.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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APPLICATION DATA SHEET (37 CFR 1.76)****Title of Invention** Advertisement Substitution

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The attached application, or

☒Application No. 10/790487, filed on 1 March 2004,☐

as amended on _____ (if applicable);

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FULL NAME OF INVENTOR(S)Inventor one: Richard KönigSignature: _____ Citizen of: GermanyInventor two: Charles A. ElderingSignature: Charles A. Eldering Citizen of: United States of AmericaInventor three: Michael A. PlotnickSignature: Michael A. Plotnick Citizen of: United States of America

Inventor four: _____

Signature: _____ Citizen of: _____

☐

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